

Title Page

MAR 30 1925

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! " Jane Hooffy !

A Photoplay in 2 reels !

✓ By Robert Hall ✓

Directed by Ed Pratt

Author of Photoplay

Christie Film Co. ^{Inc.} USA

3/27/25 MAR 30 1925
P R E S S S H E E T

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Christie Comedies
"LOVE GOOFY"



with **Jimmie Adams**

Directed by Gil Pratt



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

1166

MORE LAUGHS IN TWO REELS THAN IN MANY BIG FEATURE COMEDIES

Count the Roars in "Love Goofy" to Get Idea of Value of Christie Comedies

Here's a test for you, and one that will show you something about the comparative values of comedies.

Procure a counting machine—one of those little arrangements which fit in the palm of the hand—sometimes called a "clocker" and count—or "clock" the number of laughs in the comedies you play. Count the laughs—the big, hearty, spontaneous roars of laughter—in the big feature length comedies and then count them in the two-reel Christie Comedies.

Start with "Love Goofy"—and then try to equal the record this Christie Comedy will hang up for you.

Not alone in the two-reel comedies you book. Try to equal the number in any of the bigger feature length comedies.

You'll be more than surprised. You'll be astonished when you find that the "Love Goofy" total of laughs is as high as, if not higher than the total in many of the heavily exploited and ballyhooed "big" comedy features of the screen.

The Story

Billy and Eddie are telling each other their troubles. Billy has just been turned down by his best girl and so has Eddie.

Just then Jimmie bursts into the room with the news that he is engaged to be married. He tells them that his girl was engaged to a big sap but has given him the air and then brings out her picture for them to look at. It is the same girl that Eddie was to marry and he gets furious and says that Jimmie will never marry her—he will see to that and he goes in search of Molly.

Billy and Jimmie, left to themselves, are discussing their girls when Bill gets a brilliant idea and has Jimmie dress up like a boob and he takes him to see Kathleen, thinking when she sees Jimmie, she will be glad to marry him. When they arrive at Kathleen's home Jimmie starts acting the boob and makes love to her which she accepts graciously. He meets her father and he is so tickled with Jimmie's playfulness that he immediately decides that Jimmie shall be his son-in law and Billy is put out of the house.

Father calls on the phone for the minister but Jimmie makes his escape and Kathleen, her father and Billy, who has been waiting outside, start after him.

In the meantime Eddie has found Molly as she is leaving her house and much against her will says they are going to be married. He drags her off and they start for the minister's in a broken down Ford. Jimmie follows after them and in turn he is followed by the other three. They all arrive at the minister's about the same time but the young couples escape from Eddie and Kathleen's father and are once more reunited—Molly and Jimmie and Kathleen and Billy.



For Electro Order No. 3599-E
For Mat (Free) Order No. 3599-M

WHAT OTHERS SAY About Recent Christie Comedies

"Nerve Tonic (Christie) with Jimmie Adams.—This is a dandy comedy, fast and funny. Play it if you like a real one."

C. H. Moulton,
Bijou Theatre, Beach, N. D.
(From Exhibitors Herald)

WHO'S WHO in "Love Goofy"

Jimmie.....JIMMIE ADAMS
Kathleen.....Kathleen Myers
Jimmie's Girl.....Molly Malone
Eddie.....Eddie Baker
Billy.....Billy Bletcher
Father.....Lincoln Plumer

Directed by Gil Pratt

EXPLOITATION

The box-office value of any picture depends entirely upon the effort you put back of it.

No picture, regardless of the popularity of the star or its previous advertising will draw a crowd for you unless your patrons know through some means that this particular picture is to be seen at your theatre.

That is the primary idea of advertising and exploitation—to call attention to your program—and to attract attention in a way that will bring dollars into your box-office.

The comedy is the same as any other picture on your bill. The two-reeler cannot be expected to aid your box-office unless you advertise the fact that it is to be seen on your bill.

Get the posters and other accessories on these two-reel comedies and use them liberally. Get them out in front of your house and put them to work for you. Give the comedy a chance to prove it is a real box-office attraction.

PARAGRAPHS For Your Program

Extra laughing attraction—Jimmie Adams in "Love Goofy," a two-reel Christie side-splitter.

* * *

In addition to the feature attraction—"Love Goofy"—one of those cracker-jack Christie Comedies with Jimmie Adams and a big cast.

* * *

A big cast of Christie fun-makers in "Love Goofy"—Jimmie Adams, Kathleen Myers, Billy Bletcher, Molly Malone, Eddie Baker and Lincoln Plumer.

* * *

A half hour of laughter is better than six months of doctoring—Improve your health and disposition by seeing "Love Goofy," an Educational-Christie Comedy.

* * *

What's funnier than a boob in love? Answer:—Two boobs in love! See "Love Goofy," the Christie Comedy and see just how funny they are.

ADAMS AT BEST IN CRACKERJACK CHRISTIE COMEDY

Big Cast Supports Him in Two Reels of Clever Fun

(Newspaper review for use after showing of picture)

Generally a man who trifles with the love affairs of another gets what's coming to him and generally it's no laughing matter either. But in the funny films, especially when the picture is from the studio of the famous Christie Brothers, the consequences are the making of a crackerjack comedy.

"Love Goofy," the comedy on the bill at the Theatre, shows Jimmie Adams at his best and the plot concerns Jimmie's attempts to help a friend in his affairs of the heart. In order to establish a boob rival, Jimmie volunteers to play the sap lover so that his friend's girl will realize what a nice sort of a young man the friend is.

Jimmie plays the boob successfully but instead of it having the effect desired, he finds the girl's father insisting that he is the man for his daughter to marry. In spite of all of Jimmie's actions he only endears himself more and more to the old man and finally takes refuge in flight.

Adams is supported by a big cast including Kathleen Myers, Molly Malone, Billy Bletcher, Eddie Baker and Lincoln Plumer.

The direction is by Gil Pratt.

"LOVE GOOFY" CLEVER COMEDY

(Newspaper review for use after showing of picture)

One of the cleverest comedies seen on local screens in a long period is on the bill at the Theatre in "Love Goofy," a new Educational-Christie Comedy starring Jimmie Adams. It is a continual half hour of laughter—providing you can laugh that long without falling off the seat from exhaustion.

Jimmie is seen as a young man who volunteers to play the boob for the benefit of a friend. His actions lead him into all kinds of complications for the father of his friend's girl insists that Jimmy marry her. Then Jimmie tries to get the old man sore—but the more he tries the better the father likes him. The plot grows funnier as it progresses.

Christie has used several old automobiles, relics of the days of "horseless carriages" in one of the sequences of the picture. They are funny in themselves. A seven-seated bicycle is also used.

"DRAMATIST'S TASK EASY COMPARED TO FUNMAKER'S," SAYS CHRISTIE



JIMMIE ADAMS
and
KATHLEEN MYERS
in a scene from
"LOVE GOOFY"

For Electro Order No. 3600-E
For Mat (Free) Order No. 3600-M

BIG COMEDY CAST IN "LOVE GOOFY"

(Prepared as advance publicity story)

One of the biggest comedy casts ever assembled in a Christie Comedy will be seen in "Love Goofy," the new Christie side-splitter on the bill at the Theatre

Jimmie Adams will be seen as the lead in the picture, while his leading woman will be Kathleen Myers. Miss Myers, a beautiful blonde, earned screen distinction when she played the leading feminine role with Tom Mix in "Dick Turpin." Molly Malone, another leading lady of considerable note, both in dramatic and comedy subjects, will also have a prominent part in the cast.

The male support will consist of Billy Bletcher, the diminutive comedian who has appeared in so many Christie Comedies, and Eddie Baker, who stands some six feet four in his hosiery. He is also a regular in Christie Comedies, as is Lincoln Plumer who has one of the best parts in the picture.

Producer Must Increase Speed and Fun as the Comedy Progresses

(Prepared as advance publicity story)

That the fun-maker's problem is more involved than the dramatist's, especially in the making of motion pictures, is the statement of Al Christie, maker of the famous Educational-Christie Comedies, the latest release of which, "Love Goofy" will be the funny spot on the bill at the Theatre

"The maker of the funny films," says Christie, "must be always aware of the psychology of laughter and remember that the second laugh is harder to get than the first. The story teller, telling comic yarns, sometimes notices that the second or third story does not meet with the same response as did the first. The second laugh is always harder to get than the first and in making comedies where there are many laughs incorporated, the producer presents great difficulties, especially in maintaining a continuous, or consistent response to the funny situations is to be expected.

"That is why so many of the longer motion picture comedies are failures. Spectators will not respond to funny situations over a long period unless the situations get increasingly funny or the speed of the comedy increases with the length. The comedy maker must always have something funny in reserve and spring it at the moment when he feels that the fun is lagging. That is easy enough on the stage, but in motion pictures it is a problem that can be solved only after years of comedy making and continual study of the psychology of laughter."

CHRISTIE USES OLD TIME CARS

(Prepared as advance publicity story)

Do you remember the first automobile you ever saw?

If you are old enough, you will remember they were called "horseless carriages" in those days, and compared to present day models, were fearsome things.

Al Christie, producer of Educational-Christie Comedies, has been fortunate enough to locate several of these old time motor curiosities and has used them in a funny sequence in "Love Goofy," the Christie Comedy which will be on the bill at the Theatre They are funny enough to bring a laugh from anyone.

A FABLE - - AND A MORAL

Once upon a time there were two merchants in the same town, both handling the same line of goods.

One of them employed salesmen, advertised intelligently and made every effort to sell his merchandise.

The other contented himself with keeping his store and waiting on what trade he had.

The first merchant expanded his business, grew prosperous and retired rich.

The second merchant handed his keys to the Sheriff on a foreclosure sale and lost his business and his bankroll.

The moral is that goods will not sell themselves.

The motion picture exhibitor can either emulate the first or the second merchant. Like the last one he can run his show, offer the same quality merchandise as

does his competitor, but unless he makes an effort to sell his goods he is only a jump or two ahead of the Sheriff.

The exhibitor's problem is to sell seats.

To sell seats he offers entertainment.

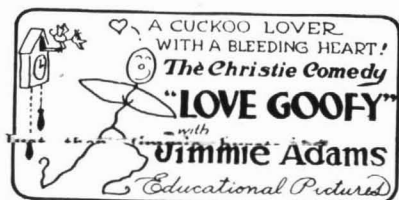
To sell seats requires salesmanship and salesmanship in the show business is advertising—and plenty of it.

To offer the most or the best entertainment for the money is the most successful way to sell seats.

Advertising your entire program will sell more seats than advertising half of it.

Advertise the Short Subjects on your bill.

That's common sense and good business for Educational Short Subjects are "Certified Seat Sellers"—and mighty effective salesmen when backed by advertising.



One Column by One Inch "Ad" Cut
For Electro Order No. 3601-E
For Mat (Free) Order No. 3601-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3602-E
For Mat (Free) Order No. 3602-M

For Three Column Cut on Page One Order
Electro No. 3603-E Mat (Free) Order No. 3603-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats

(All Mats Free)

And the Fullest Cooperation from Your Exchange

(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Two reels of side-splitting comedy. Jimmie Adams and a big Christie cast in "Love Goofy."

* * *

Laugh?—That's what you won't do nothing else but when you see the Educational-Christie Comedy, "Love Goofy."

* * *

Jimmie Adams, Kathleen Myers, Molly Malone, Eddie Baker and Billy Bletcher in "Love Goofy," a side-splitting Christie Comedy.

* * *

Jimmie Adams and a big cast of Christie players in "Love Goofy"—two reels of Christie Comedy with a laugh a minute guaranteed.

* * *

Two reels of the kind of comedy the whole family will enjoy—Jimmie Adams and a big Christie cast in "Love Goofy"—two reels of fun.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

MAR 30 1925

Dated at

Wash DC

Mar 30 1925.

Register of Copyrights,
Library of Congress,
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59
and 60 of the Act of March 4, 1909, of one or both of the deposited copies
of the _____

White entitled Jane Grey &
High Hope

deposited in the Copyright Office on 3/30/25 and registered
under class _____ No. _____

©CIL 21280

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If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address: _____

_____ or

to _____

at _____

SIGNED

W. H. H. H.

(Claimant of Copyright)

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